ORDER

104837 Order / Rev: Alt Order #: 06832437

Product Desc:

American Crossroads

Estimate:

693

Flight Dates:

10/16/12 - 10/22/12

Crossroads Media, LLC

Original Date / Rev:

07/27/12 / 07/27/12 **GENERAL**

Order Type:

Primary AE: Sales Office: Amy McCreary

BLPHI

Sales Region:

National

Agency

Orders

Name:

Buying Contact:

Billing Contact:

Billing Type:

Billing Calendar;

Billing Cycle:

Agency Commission:

EOM/EOC 15%

00:15:00

Cash

Broadcast

Advertiser

Name:

American Crossroads

66 Canal Center Plaza

Alexandria, VA 22314

Demographic: Product Codes: A35+

PLI1

Priority: Revenue Codes: SELECT PRIORITY CODE

POLITICAL/AGY, PISSUE, GEN

New Business Thru:

Order Separation:

Advertiser External ID:

Agency External ID:

Bill Plan

Start Date End Date # Spots 10/01/12 10/22/12

Gross Amount 111 \$83,275.00

\$70,783.75

Net Amount

Month

Totals

Gross Amount October 2012 111 Totals 111

Net Amount \$83,275.00 \$70,783.75 \$83,275.00 \$70,783.75 Rating

0.00

0.00

Account Executives

Account Executive

Sales Office Sales Region Start Date / End Date

Start Of Order - End Of Order

Order % 100%

Spots

Amy McCreary Order Share

Share Total 32% \$83,275.00

KSNV Market 100% \$260,234.38

Competitive Share Share Total CABLE 0% \$0.00 **KBLR** 0% \$0.00 **KFBT** 0% \$0.00 KINC 0% \$0.00 **KLAS** 33% \$85,877.34 **KLVX** 0% \$0.00 KSNV-0% \$0,00 KTNV 15% \$39,035.16 KTUD 1% \$2,602.34 KVVU 17% \$44,239,84 **KVWB** 0% \$0.00 LV1 0% \$0.00 UNKWN 2% \$5,204.69

Ln	Ch	Start	End	Inventory Code	Break	Start/End T	ime Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
E 1	KSNV	10/16/12	10/16/12	Wake Up Early w/ Wake Up Early W	•	430a-5a	-T	:30	1	\$200.001	0.00 NM	1	\$200.0
	WAKE-\	N/WAGNE	ERS REVI	• •									
	<u>Stai</u>	rt Date I	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
W	eek: 10/	15/12	10/21/12	-T	1	\$200.00	0.00						

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Ch Ln Start End Inventory Code Break Start/End Time Days Len Spots Rate Pri Rtg Type Spots Amount KSNV 10/16/12 10/16/12 Wake Up Early w/ Wagn@M 430a-5a :30 \$200.001 0.00 NM \$200.00 Wake Up Early Wagners WAKE-W/WAGNERS REV RATE Start Date End Date Weekdays Spots/Week Rating Rate Week: 10/15/12 10/21/12 -T----\$200.00 0.00 KSNV 10/17/12 10/17/12 Wake Up Early w/ Wagn@M 430a-5a --W----:30 \$200.001 0.00 NM 1 \$200.00 Wake Up Early Wagners WAKE-W/WAGNERS REV RATE Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/15/12 10/21/12 ---\$200.00 0.00 KSNV 10/18/12 10/18/12 Wake Up Early w/ Wagn@M 430a-5a ---T---:30 \$200.001 0.00 NM 1 \$200.00 Wake Up Early Wagners WAKE-W/WAGNERS REV RATE Start Date End Date <u>Weekdays</u> Spots/Week Rate Rating Week: 10/15/12 10/21/12 ---T---\$200.00 0.00 KSNV 10/21/12 10/21/12 Wake Up Early w/ Wagn@M 430a-5a :30 \$200.001 0.00 NM \$200.00 Wake Up Early Wagners WAKE-W/WAGNERS REV RATE Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 10/15/12 10/21/12 -----5 \$200.00 0.00 KSNV 10/22/12 10/22/12 Wake Up Early w/ Wagn@M 430a-5a :30 \$200.001 0.00 NM 1 \$200.00 Wake Up Early Wagners WAKE-W/WAGNERS REV RATE Start Date End Date Spots/Week Weekdays Rating Rate Week: 10/22/12 10/28/12 M----\$200.00 0.00 KSNV 10/16/12 10/16/12 The Agenda 1230pm 1230-1p -T----:30 \$325,001 0.00 NM \$325.00 The Agenda 1230pm **NEWS 3 AT NOON AGENDA** Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 10/15/12 10/21/12 \$325.00 0.00 KSNV 10/17/12 10/17/12 The Agenda 1230pm CM 1230-1p --W----:30 \$325.001 0.00 NM \$325.00 The Agenda 1230pm **NEWS 3 AT NOON AGENDA** Start Date **End Date Weekdays** Spots/Week Rate Rating Week: 10/15/12 10/21/12 --W---\$325.00 0.00 E 8 KSNV 10/18/12 10/18/12 The Agenda 1230pm 1230-1p :30 \$325,001 0.00 NM 1 \$325.00 The Agenda 1230pm **NEWS 3 AT NOON AGENDA** Start Date End Date <u>Weekdays</u> Spots/Week Rate Rating ---T---Week: 10/15/12 10/21/12 \$325.00 0.00 KSNV 10/19/12 10/19/12 The Agenda 1230pm CM 1230-1p ----.30 \$325.001 0.00 NM \$325.00 The Agenda 1230pm **NEWS 3 AT NOON AGENDA** <u>Weekdays</u> Start Date End Date Spots/Week <u>Rate</u> Rating ---F--Week: 10/15/12 10/21/12 \$325.00 0.00 E 10 KSNV 10/22/12 10/22/12 The Agenda 1230pm CM 1230-1p M-:30 \$325.001 0.00 NM \$325.00 The Agenda 1230pm **NEWS 3 AT NOON AGENDA** Start Date End Date Weekdays Spots/Week Rating Rate 10/28/12 Week: 10/22/12 \$325.00 0.00 E 11 KSNV 10/21/12 10/21/12 News 3 Sunrise - SUND&M 6a-7a :30 1 \$350.001 0.00 NM 1 \$350.00 News 3 Sunrise SUNDAY AVG. ALL WKS/NW3-SUNRS WKND REV RATE Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/15/12 10/21/12 \$350.00 0.00 E 12 KSNV 10/16/12 10/16/12 Rachael Ray CM 11am-12pm .30 \$325.001 0.00 NM \$325.00 Rachael Ray RACHAEL RAY REV RATE Start Date End Date **Weekdays** Spots/Week Rating Rate Week: 10/15/12 10/21/12 \$325.00 0.00 E13 KSNV 10/17/12 10/17/12 CM 11am-12pm :30 1 \$325.001 0.00 NM \$325.00

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104837

Advertiser:

American Crossroads

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American Crossroads

Flight Dates:

10/16/12 - 10/22/12

Estimate:

Ln Ch	Start	End	Inventory Code	Break	Start/End T	ime Days	Len Sp	ote	Pata Pri	Dta Tuna	Cuata	A
			Rachael Ray	Dioak	JULIU I	and Days	LOII OL	000	Nate Pf	Rtg Type	opots	Amount
RACHA	AFI RAY	REV RATE	Rachael Ray									
	rt Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating				I		
Week: 10/		10/21/12	W	1	\$325.00	0.00						
E 14 KSNV		12 10/18/12 REV RATE	Rachael Ray Rachael Ray	CM	11am-12pm	T	:30	1	\$325.001	0.00 NM	1	\$325.00
	ırt Date	End Date 10/21/12	Weekdays	Spots/Week	<u>Rate</u> \$325.00	Rating						
			Rachael Ray	CM	11am-12pm	0.00	:30		\$325.001	0.00 NM	1	\$325.00
		REV RATE	Rachael Ray			•	.00	·	Ψ020.001	0.00 1410)	'	φ325.00
<u>Sta</u> Week: 10 <i>i</i>	rt <u>Date</u> /15/12	End Date 10/21/12	<u>Weekdays</u> F	Spots/Week 1	<u>Rate</u> \$325.00	Rating 0.00						
E16 KSNV	10/22/1	12 10/22/12	Rachael Ray	СМ	11am-12pm	M	:30	1	\$325.001	0.00 NM	1	\$325.00
DACHA	EL DAV	REV RATE	Rachael Ray									Ψ020.00
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10		10/28/12	M	1	\$325.00	0.00						
E17 KSNV			Wknd Wheel of F SAT/ Wheel of F		7-730pm	S-	:30	1	\$550.001	0.00 NM	1	\$550.00
		ATE, PGM		_								
Sta Week: 10	<u>rt Date</u> /15/12	End Date 10/21/12	<u>Weekdays</u> ~~S-	Spots/Week	<u>Rate</u> \$550.00	Rating 0.00						
E 18 KSNV			The Doctors	CM	2pm-3pm		:30	1	\$325.001	0.00 NM	4	¢325 O
			The Doctors			·	.00	•	Ψ020.001	0.00 14141	1	\$325.00
	RS REV		Manakatana	O40441	5.	-						
<u>ادا</u> Week: 10	<u>rt Date</u> /15/12	End Date 10/21/12	<u>Weekdays</u> -T	Spots/Week 1	<u>Rate</u> \$325.00	Rating 0.00						
E 19 KSNV			The Doctors	CM	2pm-3pm	W	:30	1	\$325.001	0.00 NM	1	\$325.00
Doore	\D0 DE\	(D A T H	The Doctors						*	0.00	•	Ψ020.00
	ORS REV ort Date	End Date	<u>Wee</u> kdays	Spots/Week	Data	Detine						
Week: 10		10/21/12	W	<u>50008/44eek</u>	<u>Rate</u> \$325.00	Rating 0.00						
E 20 KSNV	10/18/1	2 10/18/12	The Doctors The Doctors	СМ	2pm-3pm	T	:30	1	\$325.001	0.00 NM	1	\$325.00
	RS REV											
Week: 10		End Date 10/21/12	<u>Weekdays</u> T	Spots/Week 1	<u>Rate</u> \$325.00	Rating 0.00						
E 21 KSNV	10/19/1	12 10/19/12		CM	2pm-3pm	F	:30	1	\$325.001	0.00 NM	1	\$325.00
DOCTO	RS REV	/ RATE	The Doctors									
<u>Sta</u>	ırt Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 10/		10/21/12	F	1	\$325.00	0.00						
E 22 KSNV	10/22/1	12 10/22/12	The Doctors The Doctors	CM	2pm-3pm	M	:30	1	\$325.001	0.00 NM	1	\$325.00
DOCTO	RS REV	RATE	THE EGGGGG									
	rt Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 10/ E 23 KSNV	~-	10/28/12	M	1	\$325.00	0.00						
L 23 NOIV	10/10/1	12 10/10/12	Late Night w/Fall		1237a-136an	n -T	:30	1	\$250.001	0.00 NM	1	\$250.00
J FALL	ON-NBC	< REV RATE										
	rt Date	End Date	<u>Weekdays</u> -T	Spots/Week	Rate	Rating				1		
Week: 10/ E 24 KSNV		10/21/12 2 10/17/12	Late Night w/Fall	on CM	\$250.00 1237a-136an	0.00 nW	:30	1	\$250.001	0.00 NM	1	\$250.00
I CALL	스튁 시브스	~ DE\/ D ^~	Late Night w/Fall	on							•	
	on-NBC irt Date	< REV RATE End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 10/		10/21/12	W	1	\$250.00	0.00						
E 25 KSNV	10/18/1	2 10/18/12		СМ	1237a-136an		:30	1	\$250.001	0.00 NM	1	\$250.00
											•	Ţ-~5.C

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KSNV

Order / Rev:

104837

Advertiser:

American Crossroads

Alt Order #: Flight Dates: 06832437

10/16/12 - 10/22/12

Product Desc:

American Crossroads

Estimate:

693

Ln Ch Start End Inventory Code Break Start/End Time Davs Len Spots Rate Pri Rtg Type Spots Amount Late Night w/Fallon Late Night w/Fallon J FALLON-NBC< REV RATE Start Date **End Date** Weekdays Spots/Week Rate Rating · Week: 10/15/12 10/21/12 ---T--\$250.00 0.00 E 26 KSNV 10/19/12 10/19/12 Late Night w/Fallon CM 1237a-136am ---F--:30 \$250,001 0.00 NM 1 \$250.00 Late Night w/Fallon J FALLON-NBC< REV RATE Start Date End Date Weekdays Spots/Week Rate Rating ----F--Week: 10/15/12 10/21/12 \$250.00 0.00 E27 KSNV 10/22/12 10/22/12 Late Night w/Fallon 1237a-136am CM M----:30 \$250.001 0.00 NM 1 \$250.00 Late Night w/Fallon J FALLON-NBC< REV RATE Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/22/12 10/28/12 \$250.00 0.00 E28 KSNV 10/16/12 10/16/12 M-F Today Show III 4th RM 10am-11am :30 \$325,001 0.00 NM 1 \$325.00 Today 4th Hour TODAY SHW3-NBC REV RATE Start Date End Date Spots/Week Weekdays Rating Rate Week: 10/15/12 10/21/12 ~T----\$325.00 0.00 E29 KSNV 10/17/12 10/17/12 M-F Today Show III 4th RM 10am-11am --W----:30 \$325.001 0.00 NM 1 \$325.00 Today 4th Hour TODAY SHW3-NBC REV RATE Start Date End Date <u>Weekdays</u> Spots/Week Rate Rating Week: 10/15/12 --W----10/21/12 \$325.00 0.00 E 30 KSNV 10/18/12 10/18/12 M-F Today Show III 4th BM 10am-11am :30 \$325.001 0.00 NM \$325.00 Today 4th Hour TODAY SHW3-NBC REV RATE Weekdays Start Date End Date Spots/Week Rate Rating Week: 10/15/12 10/21/12 \$325.00 0.00E31 KSNV 10/19/12 10/19/12 M-F Today Show III 4th RM 10am-11am ----F--:30 \$325.001 0.00 NM 1 \$325.00 Today 4th Hour TODAY SHW3-NBC REV RATE Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/15/12 10/21/12 ----F--\$325 00 0.00 M-F Today Show III 4th 13M E 32 KSNV 10/22/12 10/22/12 10am-11am M----:30 \$325.001 0.00 NM 1 \$325.00 Today 4th Hour TODAY SHW3-NBC REV RATE Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/22/12 10/28/12 \$325.00 0.00 E 33 KSNV 10/16/12 10/16/12 M-F 5-6a WakeUp w/WaQM 5-6a -T----:30 0.00 NM \$450.001 \$450.00 M-F 5-6a WakeUp w/Wagners WAKE W/WAGNRS1 REV RATE Start Date End Date Weekdays Spots/Week Rate Rating 10/21/12 Week: 10/15/12 -T----\$450.00 0.00 E34 KSNV 10/17/12 10/17/12 M-F 5-6a WakeUp w/WaQM 5-6a --W----:30 \$450.001 0.00 NM 1 \$450.00 M-F 5-6a WakeUp w/Wagners WAKE W/WAGNRS1 REV RATE Start Date End Date <u>Weekdays</u> Spots/Week Rate Rating Week: 10/15/12 10/21/12 --W----\$450.00 0,00 E35 KSNV 10/18/12 10/18/12 M-F 5-6a WakeUp w/WaQM 5-6a \$450.001 :30 0.00 NM \$450.00 M-F 5-6a WakeUp w/Wagners WAKE W/WAGNRS1 REV RATE Start Date End Date Weekdays Spots/Week <u>Rate</u> Rating Week: 10/15/12 10/21/12 ---T---\$450.00 0.00E36 KSNV 10/19/12 10/19/12 M-F 5-6a WakeUp w/WagM 5-6a ----F--:30 \$450.001 0.00 NM \$450.00 M-F 5-6a WakeUp w/Wagners WAKE W/WAGNRS1 REV RATE Start Date **End Date** Weekdays Rating Spots/Week Rate Week: 10/15/12 10/21/12 ----F--\$450.00 0.00E 37 KSNV 10/22/12 10/22/12 CM 5-6a :30 \$450.001 0.00 NM \$450.00

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Order / Rev:

104837

Advertiser

American Crossroads

Alt Order #: Flight Dates:

Week: 10/15/12

Week: 10/15/12

Week: 10/22/12

WHEEL RC/PC Start Date

WHEEL RC/PC Start Date

E 48 KSNV 10/22/12 10/22/12

E49 KSNV 10/16/12 10/16/12

10/21/12

End Date

10/21/12

End Date

10/28/12

E 47 KSNV 10/19/12 10/19/12 M-F Wheel

---T---

<u>Weekdays</u>

Weekdays

M----

M-F Wheel

--F--

M-F Wheel of Fortune

M-F Wheel of Fortune

06832437

10/16/12 - 10/22/12

02437

Product Desc:

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Ln Ch Start End Inventory Code Break Start/End Time Days Len Spots Rate Pri Rtg Type Spots Amount M-F 5-6a WakeUp w/Wag M-F 5-6a WakeUp w/Wagners WAKE W/WAGNRS1 REV RATE Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/22/12 10/28/12 \$450.00 0.00 E 38 KSNV 10/16/12 10/16/12 M-F Today Show II 3rd H&M 9-10a -T----:30 \$750.001 0.00 NM 1 \$750.00 M-F Today Show II **TODAY SHW2-NBC REV RATE** Start Date End Date Weekdays Spots/Week Rate Rating 10/21/12 Week: 10/15/12 -T----\$750.00 0.00 E39 KSNV 10/17/12 10/17/12 M-F Today Show II 3rd H0M 9-10a --W----:30 \$750.001 0.00 NM 1 \$750.00 M-F Today Show II TODAY SHW2-NBC REV RATE Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/15/12 --W----10/21/12 \$750.00 0.00 E40 KSNV 10/18/12 10/18/12 M-F Today Show II 3rd HBM 9-10a :30 \$750.001 0.00 NM 1 \$750.00 M-F Today Show II TODAY SHW2-NBC REV RATE Start Date End Date Weekdays Spots/Week Rating <u>Rate</u> Week: 10/15/12 ---T---10/21/12 \$750.00 0.00 E 41 KSNV 10/19/12 10/19/12 M-F Today Show II 3rd H0M 9-10a ----F--:30 \$750.001 0.00 NM \$750.00 M-F Today Show II TODAY SHW2-NBC REV RATE Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/15/12 10/21/12 ----F--\$750.00 0.00 E 42 KSNV 10/22/12 10/22/12 M-F Today Show II 3rd H0M 9-10a M-----:30 \$750.001 0.00 NM 1 \$750.00 M-F Today Show II TODAY SHW2-NBC REV RATE Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/22/12 10/28/12 \$750.00 0.00 E 43 KSNV 10/20/12 10/20/12 Wknd Jeopardy CM 630-7pm ----5-:30 \$550.001 0.00 NM \$550.00 SAT/Jeopardy JEP REV RATE/PGM Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/15/12 10/21/12 ----S-\$550.00 0.00 E44 KSNV 10/16/12 10/16/12 M-F Wheel CM 7-730pm -T----:30 1 \$1,300.001 0.00 NM \$1,300.00 M-F Wheel of Fortune WHEEL RATE CHANGE/PC Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/15/12 10/21/12 -T----1 \$1,300.00 0.00 E 45 KSNV 10/17/12 10/17/12 M-F Wheel CM 7-730pm --W----:30 1 \$1,300.001 0.00 NM \$1,300.00 M-F Wheel of Fortune WHEEL RC/PC Start Date End Date Spots/Week Rate <u>Weekdays</u> Rating Week: 10/15/12 10/21/12 --W----\$1,300.00 0.00 E 46 KSNV 10/18/12 10/18/12 M-F Wheel CM 7-730pm :30 ---T---1 \$1,300.001 0.00 NM \$1,300.00 M-F Wheel of Fortune WHEEL RC/PC Start Date **End Date** Spots/Week Weekdays Rate Rating

1 \$1,300.00

7-730pm

\$1,300.00

7-730pm

\$1,300.00

Rate

<u>Rate</u>

1135p-1237a

CM

Spots/Week

Spots/Week

CM

0.00

Rating

Rating

0.00

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:30

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1

1 \$1,300,001

1 \$1,300.001

\$750.001

0.00 NM

0.00 NM

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\$1,300.00

\$1,300.00

\$750.00

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Estimate:

Ln Ch Start	End	Inventory Code	Break	Start/End Ti	ime Davs	Len Sp	oto	Data Dri	DAN Trues	D 4 -	
		The Tonight Show	Dieak	Otarvend II	inie Days	Len Sp	บเธ	Nate Fil	Rtg Type \$	spots	Amount
TONITE SHW-NE	BC< REV R	Tonight Show									
	End Date		Spots/Week	<u>Rate</u>	Rating				1		
Week: 10/15/12	10/21/12	-T	1	\$750.00	0.00						
E 50 KSNV 10/17/12	2 10/17/12	The Tonight Show Tonight Show	СМ	1135p-1237a	W	:30	1	\$750.001	0.00 NM	1	\$750.00
TONITE SHW-NE				_							
	End Date 10/21/12	<u>Weekdays</u> W	Spots/Week 1	<u>Rate</u> \$750.00	Rating 0.00						
E 51 KSNV 10/18/12	10/18/12	_	СМ	1135p-1237a		:30	1	\$750.001	0.00 NM	1	\$750.00
TONITE SHW-NE	BC< REV R	Tonight Show ATE									
Start Date	End Date		Spots/Week	<u>Rate</u>	Rating						
Week: 10/15/12 E 52 KSNV 10/19/12	10/21/12	The Township Chang	1	\$750.00	0.00						
E 52 KSINV 10/19/12	2 10/19/12	The Tonight Show Tonight Show	СМ	1135p-1237a	F	:30	1	\$750.001	0.00 NM	1	\$750 .00
TONITE SHW-NE		ATE									
<u>Start Date</u> Week: 10/15/12	End Date 10/21/12	<u>Weekdays</u> F	Spots/Week 1	<u>Rate</u> \$750.00	Rating 0.00						
E 53 KSNV 10/22/12	10/22/12	The Tonight Show	СМ	1135p-1237a		:30	1	\$750.001	0.00 NM	1	\$750.00
TONITE SHW-NE	RC< REV R	Tonight Show									********
	End Date		Spots/Week	Rate	Rating						
	10/28/12	M	1	\$750.00	0.00						
E 54 KSNV 10/16/12	10/16/12	NEWS 3 at 4 (1 He 4PM NEWS (1 hou		4-5pm	-T⊶⊶	:30	1	\$725.001	0.00 NM	1	\$725.00
NEWS REV RAT		M	•••,								
	End Date 10/21/12	Weekdays	Spots/Week 1	<u>Rate</u> \$725.00	Rating 0.00						
E 55 KSNV 10/17/12		NEWS 3 at 4 (1 H		4-5pm	W	:30	1	\$725.001	0.00 NM	1	\$725.00
NEWS RV RATE	DG TD	4PM NEWS (1 hou	ır)							•	Ψ1 Z0100
	End Date	Weekdays S	Spots/Week	Rate	Rating						
	10/21/12	W	1	\$725.00	0.00						
E 56 KSNV 10/18/12	10/18/12	NEWS 3 at 4 (1 He 4PM NEWS (1 hou		4-5pm	T	:30	1	\$725.001	0.00 NM	1	\$725.00
NEWS REV RAT		OGRAM									
	End Date 10/21/12	<u>Weekdays</u>	Spots/Week 1	<u>Rate</u> \$725.00	Rating 0.00						
E 57 KSNV 10/19/12				4-5pm	F	:30	1	\$725.001	0.00 NM	1	\$725.00
NEWS REV RATI		4PM NEWS (1 hou		·				4	0.00 1111	•	Ψ120.00
	End Date		Spots/Week	Rate	Rating						
	10/21/12	F	<u> </u>	\$725.00	0.00						
E 58 KSNV 10/22/12	2 10/22/12	NEWS 3 at 4 (1 He 4PM NEWS (1 hou		4-5pm	M	:30	1	\$725.001	0.00 NM	1	\$725.00
NEWS REV RAT	E, TP & PR		··· <i>)</i>								
	End Date 10/28/12	<u>Weekdays</u> M	Spots/Week	<u>Rate</u>	Rating				ļ		
E 59 KSNV 10/16/12			w/Wa@M	\$725.00 6-7a	0.00 -T	:30	1	\$1,000.001	0.00 NM	1	\$1,000.00
		M-F 6-7a WakeUp	-		•		,	+ 11000100 I	U.UU INIVI	ı	φτ,υυυ.υυ
WAKE W/WAGNI <u>Start Date</u>	RS2 REV R		Spots/Week	Rate	Rating				Ī		
Week: 10/15/12	10/21/12	-T	1	\$1,000.00	0.00						
E 60 KSNV 10/17/12	2 10/17/12	M-F 6-7a WakeUp M-F 6-7a WakeUp	-	6-7a	W	:30	1	\$1,000.001	0.00 NM	1	\$1,000.00
WAKE W/WAGN	RS2 REV F		wwwagners								
	End Date 10/21/12	<u>Weekdays</u>	Spots/Week	Rate	Rating						
E 61 KSNV 10/18/12		**	1 CM	\$1,000.00 6-7a	0.00 T	:30	1	\$1,000.001	0.00 NM	1	\$1,000.00
			J		•	00,	'	ψ 1,000.00 Ι	O.OO INIVI	ı	φι,υυυ.υ0

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KSNV

Order / Rev:

104837

Advertiser:

American Crossroads

Alt Order #:

06832437

Product Desc:

American Crossroads

Flight Dates:

10/16/12 - 10/22/12

Estimate:

Ln Ch Sta	art End	Inventory Code		Start/End	Time Days	Len Spo	ts Rate Pri	Rtg Type Spots	Amount
		M-F 6-7a WakeU							
WAKE W/W/	AGNRS2 REV I	M-F 6-7a Wakel RATE	p w/vvagners						
Start Dat	te <u>End Date</u>	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating			1	
Week: 10/15/12		T	1	+1,000.00	0.00				
E 62 KSNV 10/1	9/12 10/19/12	M-F 6-7a WakeU	-	6-7a	F	:30	1 \$1,000.001	0.00 NM 1	\$1,000.00
WAKE W/W/	AGNRS2 REV I	M-F 6-7a WakeL RATE	p wwwagners						
Start Dat		<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating				
Week: 10/15/12		F		\$1,000.00	0.00				
E 63 KSNV 10/2	.2/12 10/22/12	M-F 6-7a WakeU		6-7a	M	:30	1 \$1,000.001	0.00 NM 1	\$1,000.00
WAKE W/W/	AGNRS2 REV I	M-F 6-7a WakeL RATE	p wwwagners						
Start Dat	te End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating				
Week: 10/22/12		M		\$1,000.00	0.00		· · · · · · · · · · · · · · · · · · ·		
E 64 KSNV 10/1	6/12 10/16/12	Today Show Today Show	CM	658a-9am	-1	:30	1 \$1,500.001	0.00 NM 1	\$1,500.00
TODAY SHV	/ REV RATE	Today Onow							
Start Dat		<u>Weekdays</u>	Spots/Week	<u>Rate</u>	<u>Rating</u>				
Week: 10/15/12		-T		\$1,500.00	0.00				
E 65 KSNV 10/1	7/12 10/17/12	Today Show Today Show	СМ	658a-9am	W	:30	1 \$1,500.001	0.00 NM 1	\$1,500.00
TODAY SHV	/ REV RATE	TOOLY ONOW							
Start Dat		<u>Weekdays</u>	Spots/Week	<u>Rate</u>	<u>Rating</u>				
Week: 10/15/12		W		\$1,500.00	0.00				
E 66 KSNV 10/1	8/12 10/18/12	Today Show Today Show	СМ	658a-9am	T	:30	1 \$1,500.001	0.00 NM 1	\$1,500.00
TODAY SHV	/ REV RATE	roday onon						1	
Start Dal		<u>Weekdays</u>	Spots/Week	Rate	Rating			i	
Week: 10/15/12		T	1	\$1,500.00	0.00				
E67 KSNV 10/1	9/12 10/19/12	Today Show Today Show	СМ	658a-9am	F	:30	1 \$1,500.001	0.00 NM 1	\$1,500.00
TODAY SHV	I REV RATE	, , , , , , , , , , , , , , , , , , , ,							
Start Dat		<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating				
Week: 10/15/12 E 68 KSNV 10/2		Today Show	CM 1	\$1,500.00 658a-9am	0.00 M	.00	4 \$4 500 004		4
L 00 KONV 10/2	.2.112 10/22/12	Today Show	CIVI	0008-98111	v	:30	1 \$1,500.001	0.00 NM 1	\$1,500.00
TODAY SHV									
<u>Start Dat</u> Week: 10/22/12	te End Date	<u>Weekdays</u> M∺	Spots/Week	Rate	Rating			l	
E 69 KSNV 10/1			CM	\$1,500.00 5-630p	0.00 -T	:30	1 \$1,200.001	0.00 NM	44.000.00
L 03 KONV 10/1	0/12 10/10/12	M-F Early News	CIVI	3-030p	-	.30	1 \$1,200.001	0.00 NM 1	\$1,200.00
VARIOUS RE		•							
<u>Start Dat</u> Week: 10/15/12		<u>Weekdays</u> ∺T∺	Spots/Week	Rate	Rating				
E 70 KSNV 10/1			1 CM	\$1,200.00 5-630p	0.00 W	:30	1 \$1,200.001	0.00 NM 1	#4 555 66
	77.12 10/1//12	M-F Early News	0141	о ооор	W	.50	ι φι,200.001	0.00 14141	\$1,200.00
VARIOUS RI									
<u>Start Dat</u> Week: 10/15/12		<u>Weekdays</u> w	Spots/Week	<u>Rate</u> \$1,200.00	<u>Rating</u> 0.00				
E71 KSNV 10/1			CM	5-630p	T	:30	1 \$1,200.001	0.00 NM 1	\$1,200.00
		M-F Early News	····	СССР	•	.00	ι ψ1,200.00 ;	0.00 14141	φ1,200.00
VARIOUS RI		Marale !	04-54	<u> </u>	D #			1	
<u>Start Dar</u> Week: 10/15/12		<u>Weekdays</u> T	Spots/Week 1	<u>Rate</u> \$1,200.00	Rating 0.00				
E72 KSNV 10/1			CM	5-630p	0.00	:30	1 \$1,200.001	0.00 NM 1	\$1,200.00
		M-F Early News		•			. + .,= 00,00 1		Ψ1,400,00
								1	
VARIOUS RI		Mookelaye	Chata MA/a at	D -4-	Deline			ļ	
VARIOUS RI <u>Start Da</u> Week: 10/15/12	te End Date	<u>Weekdays</u> F	Spots/Week	<u>Rate</u> \$1,200.00	Rating 0.00				

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Order / Rev:

104837

Advertiser:

American Crossroads

Alt Order #:

06832437

2437

Product Desc:

American Crossroads

Flight Dates:

10/16/12 - 10/22/12

Estimate:

Ln Ch	Start	End	Inventory Code	Break	Start/End 1	ime Days	Len Sp	oots	Rate Pri	Rtg Type	Spots	Amount
VADIO			M-F Early News									
	US REV art Date	End Date	Weekdays	Spots/Week	Dete	Detie						
Week: 10		10/28/12	M	<u>3pois/week</u>	<u>Rate</u> \$1,200.00	Rating 0.00						
E 74 KSNV	10/16/1	12 10/16/12	Noon News Noon News	СМ	12-1230pm	-T	:30	1	\$425.001	0.00 NM	1	\$425.00
	3 AT NO		/							ı		
Week: 10		End Date 10/21/12	<u>Weekdays</u> -T	Spots/Week 1	<u>Rate</u> \$425.00	Rating 0.00						
E 75 KSNV			Noon News Noon News	CM	12-1230pm	W	:30	1	\$425.001	0.00 NM	1	\$425.00
	3 AT NO art Date	End Date	<u>W</u> eekdays	Cnoto/Mosk	Data	D effer						
Week: 10		10/21/12	W	Spots/Week 1	<u>Rate</u> \$425.00	<u>Rating</u> 0.00						
E 76 KSNV	10/18/1	12 10/18/12	Noon News Noon News	CM	12-1230pm	T	:30	1	\$425.001	0.00 NM	1	\$425.00
	3 AT NO											
<u>Sta</u> Week: 10/	rt <u>Date</u> /15/12	End Date 10/21/12	<u>Weekdays</u> T	Spots/Week 1	<u>Rate</u> \$425.00	Rating 0.00						
E 77 KSNV	10/19/1	2 10/19/12	Noon News	СМ	12-1230pm	F	:30	1	\$425.001	0.00 NM	1	\$425.00
NEWS	3 AT NO	ON	Noon News									
	rt Date	End Date 10/21/12	<u>Weekdays</u> F	Spots/Week	<u>Rate</u> \$425.00	Rating 0.00						
E 78 KSNV	10/22/1	2 10/22/12	Noon News	СМ	12-1230pm	M	:30	1	\$425.001	0.00 NM	1	\$425.00
NEWS	3 AT NO	ON	Noon News							ŀ		
<u>Sta</u> Week: 10/	art <u>Date</u> /22/12	End Date 10/28/12	<u>Weekdays</u> M	Spots/Week	<u>Rate</u> \$425.00	Rating 0.00						
E79 KSNV			News 3 Sunrise - News 3 Sunrise S		6а-7а	S-	:30	1	\$350.001	0.00 NM	1	\$350.00
	LL WKS ut Date		Manufacture	01-74	5 /							
Week: 10/	/15/12	End Date 10/21/12	<u>Weekdays</u> S-	Spots/Week 1	<u>Rate</u> \$350.00	Rating 0.00	-,-					
E 80 KSNV DR. PH		2 10/16/12	Dr. Phil Dr Phil	СМ	3-4p	-T	:30	1	\$450.001	0.00 NM	1	\$450.00
	rt Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 10/		10/21/12	-T	1	\$450.00	0.00						
E 81 KSNV		12 10/17/12	Dr. Phil Dr Phil	СМ	3-4p	W	:30	1	\$450.001	0.00 NM	1	\$450.00
DR. PH	IL< <u>irt Date</u>	End Date	Weekdays	Cnota AAI = =1:	D-1-	D-Me-						
Week: 10/	15/12	10/21/12	W	Spots/Week 1	<u>Rate</u> \$450.00	Rating 0.00						
E82 KSNV		2 10/18/12	Dr. Phil Dr Phil	СМ	3-4p	T	:30	1	\$450.001	0.00 NM	1	\$450.00
DR. PH												
<u>Sta</u> Week: 10/	rt Date	<u>End Date</u> 10/21/12	<u>Weekdays</u> T	Spots/Week 1	Rate	Rating						
E 83 KSNV				СМ	\$450.00 3-4p	0.00 F	:30	1	\$450.001	0.00 NM	1	\$450.00
DR. PH			Dr Phil		,	·		•		O.OO INIVI	ı	φ-+50,00
	rt Date	End Date 10/21/12	<u>Weekdays</u> F	Spots/Week	<u>Rate</u> \$450.00	Rating 0.00						
E 84 KSNV			Dr. Phil	CM	3-4p	M	:30	1	\$450.001	0.00 NM	1	\$450.00
DR. PH	II.<		Dr Phil							l		
_	rt Date	End Date 10/28/12	Weekdays M	Spots/Week	<u>Rate</u> \$450.00	Rating 0.00						
E 85 KSNV				CM	7a-8am	0.00 S	:30	1	\$750.001	O OO AINA	A	ሰማር ይ ልና
		· - · - · · -		J.V.	, a call	3	.50	ı	φτου.υυ	0.00 NM	1	\$750.00

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Order / Rev: Alt Order #:

104837

06832437

Advertiser:

American Crossroads

Product Desc:

American Crossroads

Flight Dates:

10/16/12 - 10/22/12

Estimate:

Ln Ch Sta	rt End	Inventory Code	Break	Start/End T	ime Days	Len Sp	oots Rate Pri	Rtg Type Sp	ots	Amount
		Sunday Today Sunday Today							-	
SUN TODAY-		ΤE						_		
<u>Start Date</u> Week: 10/15/12	End Date 10/21/12	<u>Weekdays</u> S	Spots/Week 1	<u>Rate</u> \$750.00	Rating 0.00					
E86 KSNV 10/20)/12 10/20/12	Saturday Today Saturday Today	CM	7a-9am	S-	:30	1 \$625.001	0.00 NM	1	\$625.00
AVG. ALL WK										
<u>Start Date</u> Week: 10/15/12	10/21/12	<u>Weekdays</u> S-	Spots/Week 1	<u>Rate</u> \$625.00	Rating 0.00					
E 87 KSNV 10/17 SVU RC/PC.	7/12 10/17/12	Wed PR 9-10p Wednesday Prim	CM ne 9-10pm	9-10pm	W	:30	1 \$4,00 0.001	0.00 NM	1	\$4,000.00
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week; 10/15/12	10/21/12	W		\$4,000.00	0.00					
E 88 KSNV 10/20		Saturday Prime 8	CM 3-9pm	8-9pm	S-	:30	1 \$1,200.001	0.00 NM	1	\$1,200.00
NBC PRIME F Start Date		t. <u>Weekdays</u>	Spots/Week	Pata	Rating					
Week: 10/15/12	10/21/12	S-		<u>Rate</u> \$1,200.00	0.00					
E89 KSNV 10/20)/12 10/20/12	News 3 Today - S News 3 Today - S	SATURICM	9am-930am	S-	:30	1 \$500.001	0.00 NM	1	\$500.00
AVG. ALL WK		none e reday	2711							
<u>Start Date</u> Week; 10/15/12	End Date 10/21/12	<u>Weekdays</u> S-	Spots/Week	<u>Rate</u> \$500.00	Rating 0.00					
E90 KSNV 10/20				11pm-1135p		:30	1 \$1,100.001	0.00 NM	1	\$1,100.00
WKD2 NWS-A	\T 11<	Ou-Ou News 5 at	Lieven							
Start Date Week: 10/15/12	End Date 10/21/12	<u>Weekdays</u> S-	Spots/Week 1	<u>Rate</u> \$1,100.00	Rating 0.00					
E 91 KSNV 10/21	/12 10/21/12	Chris Matthews 9 Chris Matthews 9	:30AM GM	9:30a-10a	s	:30	1 \$600.001	0.00 NM	1	\$600.00
CM REV RAT	E/PGM	Chris Matthews 8	50N 9:30am							
Start Date Week: 10/15/12	End Date 10/21/12	Weekdays S	Spots/Week 1	<u>Rate</u> \$600.00	Rating 0.00					
E92 KSNV 10/20)/12 10/20/12	Sa-Su Early New Sa-Su Early New		5pm-630pm	S-	:30	1 \$675.001	0.00 NM	1	\$675.00
NEWS REV R	- ··-									
<u>Start Date</u> Week: 10/15/12	10/21/12	Weekdays 5-	Spots/Week 1	<u>Rate</u> \$675.00	Rating 0.00					
E93 KSNV 10/18	3/12 10/18/12	•		10-11pm	T	:30	1 \$3,200.001	0.00 NM	1	\$3,200.00
ROCK CENTE	ER RATE CHA	Thursday Prime : NGE	10-11pm							
<u>Start Date</u> Week: 10/15/12	End Date 10/21/12	<u>Weekdays</u> T	Spots/Week 1	<u>Rate</u> \$3,200.00	Rating 0.00					
E 94 KSNV 10/16			СМ	1258p-2pm	-T	:30	1 \$425.001	0.00 NM	1	\$425.00
DAYS-OUR L	VFS<	Days of our Lives	\$							
Start Date		<u>Weekdays</u>	Spots/Week	Rate	Rating					
Week: 10/15/12	10/21/12	-T	1	\$425,00	0.00					
E 95 KSNV 10/17	7/12 10/17/12	Days of our Lives Days of our Lives		1258p-2pm	W	:30	1 \$425.001	0.00 NM	1	\$425.00
DAYS-OUR L										
<u>Start Date</u> Week: 10/15/12	End Date 10/21/12	<u>Weekdays</u> W	Spots/Week 1	<u>Rate</u> \$425.00	Rating 0.00					
E 96 KSNV 10/18	3/12 10/18/12	Days of our Lives Days of our Lives		1258p-2pm	T	:30	1 \$425.001	0.00 NM	1	\$425.00
DAYS-OUR L	VES<	_ayo or our hived	•							
<u>Start Date</u> Week: 10/15/12	End Date 10/21/12	<u>Weekdays</u> T	Spots/Week	<u>Rate</u> \$425.00	<u>Rating</u> 0.00					
E 97 KSNV 10/19			СМ	1258p-2pm	F	:30	1 \$425.001	0.00 NM	1	\$425.00
									•	÷5.00

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KSNV

Order / Rev:

104837

Advertiser:

American Crossroads

Alt Order #:

06832437

Product Desc:

American Crossroads

Flight Dates:

10/16/12 - 10/22/12

Estimate:

Ln Ch	Start	End	Inventory Code		Start/End T	ime Days	Len Spo	ts Rate Pri	Rtg Type 8	3pots	Amount
			Days of our Live								
	OUR LIV		144								
<u>Sta</u> Week: 10	art Date /15/12	End Date 10/21/12	<u>Weekdays</u> F	Spots/Week 1	<u>Rate</u> \$425.00	Rating 0.00					
			Days of our Lives		1258p-2pm	M	:30	1 \$425.001	0.00 NM	1	\$425.00
	OUR LIV	ES<	·								
Week: 10		End Date 10/28/12	<u>Weekdays</u> M	Spots/Week 1	<u>Rate</u> \$425.00	Rating 0.00					
			News 3 Today W News 3 Today	/knd CM	9a-930am	S	:30	1 \$500.001	0.00 NM	1	\$500.00
	LL WKS		Maskdava	C	D-1-	D. #					
<u>عاد</u> Week: 10	art Date /15/12	End Date 10/21/12	<u>Weekdays</u> S	Spots/Week 1	<u>Rate</u> \$500.00	Rating 0.00					
termination of the second		7.	M-F News 3 at E	leven CM	11pm-1135p		:30	1 \$1,200.001	0.00 NM	1	\$1,200.00
			M-F News 3 at E				.00	τ φτ,200.00 τ	0.00 1410	'	φ1,200.00
-		< REV RATE									
<u>Sta</u> Week: 10	art Date /15/12	End Date 10/21/12	<u>Weekdays</u> -⊤	Spots/Week	<u>Rate</u> \$1,200.00	Rating 0.00					
			M-F News 3 at E	leven CM	41,200.00 11pm-1135p	***************************************	:30	1 01 200 001	0.00 NIM	4	64 000 00
	, =, • • • •		M-F News 3 at E		ттрпп-ттоор	III W	.30	1 \$1,200.001	0.00 NM	1	\$1,200.00
		< REV RATE									
	rt Date	End Date	<u>Weekdays</u> ₩	Spots/Week	<u>Rate</u>	Rating					
Week: 10/		10/21/12	M-F News 3 at E	loven CM	\$1,200.00	0.00		4 # (202 - 22)			
LIUZ KSINV	10/10/1	12 10/10/12	M-F News 3 at E		11pm-1135p	mT	:30	1 \$1,200.001	0.00 NM	1	\$1,200.00
NEWS	3 AT 11<	REV RATE							- 1		
	rt Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	<u>Rating</u>					
Week: 10/		10/21/12	T		\$1,200.00	0.00					
E103 KSNV	10/19/1	12 10/19/12	M-F News 3 at E M-F News 3 at E		11pm-1135p	mF⊷⊷	:30	1 \$1,200.001	0.00 NM	1	\$1,200.00
NEWS	3 AT 11<	REV RATE		levell							
<u>Sta</u>	ırt Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating					
Week: 10/		10/21/12	F		\$1,200.00	0.00					
E104 KSNV	10/22/1	12 10/22/12	M-F News 3 at E		11pm-1135p	m M	:30	1 \$1,200.001	0.00 NM	1	\$1,200.00
NEWS	3 AT 11s	REV RATE	M-F News 3 at E	leven					i		
		End Date	Weekdavs	Spots/Week	<u>Rate</u>	Rating					
Week: 10/	/22/12	10/28/12	M	1	\$1,200.00	0.00					
E105 KSNV	10/16/1	12 10/17/12	Face to Face w/		730-758pm	-TW	:30	2 \$900.001	0.00 NM	2	\$1,800.00
EACE	LDALCT	ON- DEV D	Face to Face w/ ATE, ADDED SPC	J.Ralston							
	rt Date	End Date	Weekdays	<u>Spots/Week</u>	Pato	Detina					
Week: 10/		10/21/12	-TW	2	<u>Rate</u> \$900.00	Rating 0.00			i		
E106 KSNV	10/18/1	12 10/19/12	Face to Face w/	RalstonCM	730-758pm	TF	:30	2 \$900.001	0.00 NM	2	\$1,800.00
5.05		AL D-11-	Face to Face w/							-	41,500.00
_			ATE, ADDED SPC	_	D-4-	D. "					
<u>اداد</u> /Week: 10	<u>irt Date</u> /15/12	End Date 10/21/12	<u>Weekdays</u> TF	Spots/Week 2	<u>Rate</u> \$900.00	Rating 0.00			1		
			Face to Face w/		730-758pm		:30	1 \$900,001	0.00 NM	1	\$900.00
			Face to Face w/					. 4000,001	O.OO IVIVI	ı	φουυ,υυ
		ON< REV RA			_				1		
<u>Sta</u> Week: 10/	rt Date /22/12	End Date 10/28/12	<u>Weekdays</u> M	Spots/Week	<u>Rate</u> \$900.00	Rating 0.00					
			Meet the Press	CM	8a-9am	S	:30	1 \$3,000.001	0.00 NM	A	¢2 000 00
			Meet the Press	-141	25 2MIII	3	.00	, ψο,υου.υο ι	U.UU INIVI	I	\$3,000.00
	PRESS-S								1		
<u>Sta</u> Week: 10/	rt <u>Date</u>	End Date 10/21/12	<u>Weekdays</u>	Spots/Week	Rate	Rating					
E109 KSNV			<u> </u>	CM	\$3,000.00 9-10pn)	0.00	:30	1 \$1 200 004	0.00 NM	a	04 000 00
				OIVI	o ropin	3	.50	1 \$1,200.001	0.00 NM	I	\$1,200.00

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Order / Rev: 104837 Advertiser: American Crossroads Alt Order#: 06832437 Product Desc: American Crossroads KSNV Flight Dates: 10/16/12 - 10/22/12 Estimate: 693 Break Start/End Time Ln Ch Start End Inventory Code Days Rate Pri Rtg Type Spots Len Spots Amount Sun PR 9-10p Sunday Prime 9-10pm

Rating

0.00

Rate

1 \$1,200.00

ADDED SPOT DLINE AFTER NFL

End Date

10/21/12

Start Date

Week: 10/15/12

Weekdays

Spots/Week

Totals 111 \$83,275.00